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TO:	FROM:
	Kent J. Sieffert
COMPANY:	DATE:
USPTO	DECEMBER 31, 2007
FAX NUMBER:	TOTAL NO. OF PAGES INCLUDING COVER:
571-273-8300	23
PHONE NUMBER:	SENDER'S REFERENCE NUMBER:
	58594US002 (1004-071US01)
RE:	APPLICATION SERIAL NUMBER:
Response to OA dated October 1, 2007	10/717,398

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PATENTIN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Applicant: Robert A. Loe Confirmation No. 7478
Serial No.: 10/717,398
Filed: November 19, 2003 Customer No.: 32692
Examiner: Freda Ann Nelson
Group Art Unit: 3628
Docket No.: 58594US002
(1004-071US01)
Title: METHODOLOGY FOR EVALUATING RETURN ON REUSABLE
DIGITIZED ASSET

CERTIFICATE UNDER 37 CFR 1.8 I hereby certify that this correspondence is being transmitted
via facsimile to the United States Patent and Trademark Office on December 31, 2007.

By: Caryl L. Narriman
Name: Caryl L. Narriman

Mail Stop Amendment
Commissioner for Patents
Alexandria, VA 22313-1450

Sir:

We are transmitting herewith the attached correspondence relating to this application:

Transmittal sheet containing Certificate of Mailing
 Amendment (21 pgs.)
 No additional fee is required

Please apply any charges not covered, or any credits, to Deposit Account No. 50-1778.

Date:
December 31, 2007

By:

Name: Kent J. Sieffert
Reg. No.: 41,312

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Robert A. Loe	Confirmation No.	7478
Serial No.:	10/717,398		
Filed:	November 19, 2003	Customer No.:	32692
Examiner:	Freda Ann Nelson		
Group Art Unit:	3628		
Docket No.:	58594US002 (1004-071US01)		
Title:	METHODOLOGY FOR EVALUATING RETURN ON REUSABLE DIGITIZED ASSET		

AMENDMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed October 1, 2007, the period of response for which runs through January 1, 2008, please amend the application as follows.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 13 of this paper.